

SHAW ACADEMY
NOTES

Diploma in Video



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What colours would you associate with these elements?

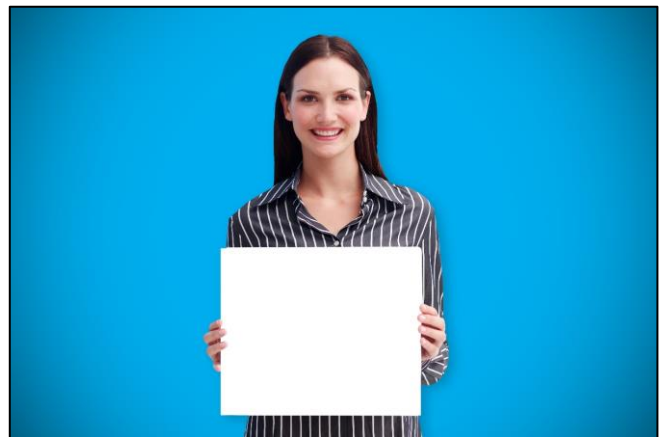
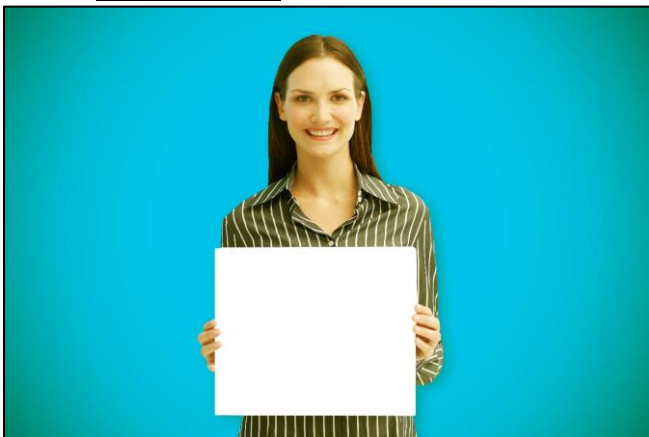
Fire is hot. We associate colour with mood a feeling. So reds, oranges, hot and warm colours.

What about the ice, what colours do we associate with this? blue, white, grey etc. We can control the temperature of a scene by using colour temperature.

This can convey a mood or a feeling in our scenes.

What is colour temperature? its the temperature of white light.

White Balance:



White balance is a vital process for anybody shooting video. Colours can contaminate our footage. (see left image). This can cause a certain hue or tint to our shots. Things like skin tone do not look natural when contaminated.

The tint will also change if you go from inside to outside or from one room to another.

So setting your white balance correctly will make sure the colours are represented accurately in our shots

Setting White Balance:

Prosumer Camera-

1. So we zoom into the white piece of paper.
2. Choose which pre-set we want to use
3. Then we press our white balance button

DONE! See how simple that is? Believe me the number of people that make the mistake of not White balancing. You will be doing yourself a huge favour by getting into a good habit with this, it will save you so much time in the edit room.

DSLR-

1. Take a photo of the subject holding a white piece of paper.
2. Go into your camera settings
3. Select Customer White balance
4. It will allow you to select the last photo taken
5. And it will select that image for the white balance

Colour meaning:

Before we get into lighting, I want to talk about colour.

As humans we invest meaning to colours, there are innate emotions that we attach to them.

The most obvious example is traffic lights, Red meaning stop, Green meaning go.

A director, videographer, cinematographer, we all can use these innate emotions or meanings as a useful tool to tell our story.



How can colour be useful?

Emotion – it can trigger those innate emotions in us and directors can use these to manipulate our emotions. It can also show us or mirror a character's emotional state

Story telling – using colours casts or tints can really be a fantastic story telling tool.

Atmosphere – it can set an atmosphere or mood

Time – Give us an idea of the timeline the story is set

(Colours can have different responses and they are not indefinitely tied to any one response.

So one director may use red for Anger + Hate, another may use Red for Passion or love.)

Lighting:

3 Point Lighting:

- The Key light
- The Fill light
- The Back light

Key light –

For this set up your key light should be your main light.

Usually it will be the strongest light.

We position the key light off to the left of the subject (I say usually to the left but really it depends on which side of the face you would like the light to fall).

We do this because setting the light directly in front of the subject gives us a very flat look. (Now that might be something you are looking to achieve)

Positioning it to the left will cause some shadows on the opposite side of the subject's face.

This is where the fill light comes in.

Fill Light-

As the name suggests this light is used to fill in the shadows caused by the key light.

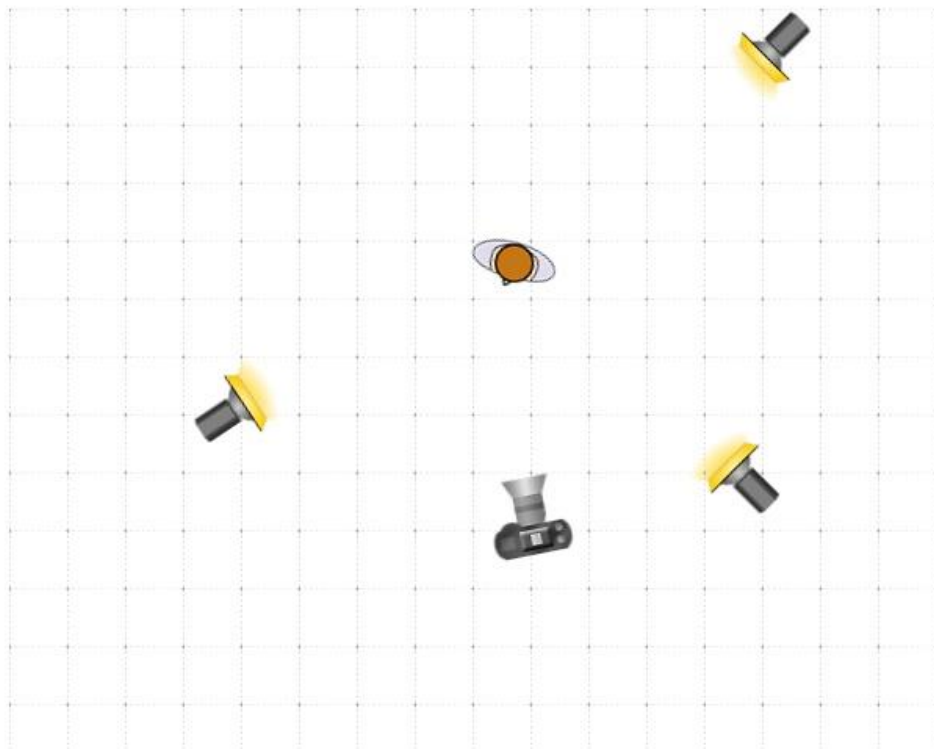
Usually the fill light will be placed on the opposite side to the key light.

Back Light-

This light is used to illuminate features like the back of the hair, shoulders etc.

This is to separate the subject from the background.

Full set up:



Hard Lighting:

is used to create:

- Mystery
- Drama
- Tension
- Atmosphere
- Emotion

Hard lighting is when the light is coming from a single source and 1 single direction. Which is why it cause such harsh shadows.



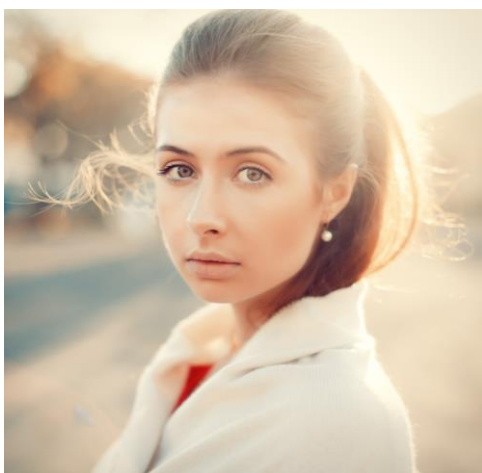
Soft Lighting:

This creates a much more complementary lighting setting.

Because you won't have harsh shadows revealing things like skin imperfections, wrinkles etc.

Used heavily in Romantic comedies.

Soft lighting unlike hard lighting the light comes from different directions. So in other words the light source would be a big circumference allowing the light to bounce in many direction and disperse.



Thank you

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